

LEUCADIA WASTEWATER DISTRICT
 Minutes of a Community Affairs Committee Meeting
 July 5, 2016

A meeting of the Community Affairs Committee (CAC) of the Leucadia Wastewater District (LWD) was held Tuesday, July 5, 2016 at 9:30 a.m. at the District Administration Office at 1960 La Costa Ave., Carlsbad, California.

1. Call to Order

Chairperson Sullivan called the meeting to order at 9:30 a.m.

2. Roll Call

DIRECTORS PRESENT: Sullivan and Omsted

DIRECTORS ABSENT: None.

OTHERS PRESENT: General Manager Paul Bushee, Administrative Services Manager Richard Duffey, Administrative Services Supervisor Trisha Hill, and Jared Criscuolo with Rising Tide Partners (RTP).

3. Public Comment

No public comment was received.

4. New Business

- A. Authorize the General Manager to execute Task Order No. 2 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$49,950.

ASsup Hill presented staff's recommendation noting the tasks included in the scope of work, along with the timeframe of the contract and costs. ASsup Hill stated that Task Order No. 1 was completed and it only included a few tasks; such the newsletter, re-branding efforts and research of the District's public outreach program.

ASM Duffey stated that the District has a 3-year contract with RTP and this task order is to continue public outreach services for fiscal year 2017.

Following discussion, the CAC agreed with staff to recommend that the Board of Directors authorize the General Manager to execute Task Order No. 2 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$49,950.

5. Information Items

- A. Facebook Update

Mr. Criscuolo, presented an overview of the Facebook update, which included a report on the increased audience members. He provided information on the ads and how they reach a certain amount of individuals within the service area. Mr. Criscuolo also noted the costs of ads versus the newsletter and that Facebook tracks the number of reaches/likes unlike the newsletter.

Director Omsted requested that Mr. Criscuolo present a brief overview of the Facebook update at the July 13th Board meeting. Mr. Criscuolo stated that he will attend the Board meeting.

B. Customer comment on "Wet Wipes Don't Belong in the Toilet" article in the Spring newsletter

The CAC received a copy of GM Bushee's email response to a customer's email regarding Cottonelle flushable wipes. Staff and the CAC reviewed Cottonelle's video on the flushable wipes and NACWA's test on flushable wipes.

6. Directors' Comments

Director Omsted stated that he had some computer issues and that he was unable to locate a contact email on LWD's website. GM Bushee showed Director Omsted where the info@lwwd.org was located on the LWD website.

Director Omsted asked if there was a better place to have this on the website that is easier to find. GM Bushee stated that the District can ask web developer, Big Tuna, to create another "Contact Us" page that is more visible.

7. General Manager's Comments

None.

8. Adjournment

Chairperson Sullivan adjourned the meeting at 10:25 a.m.



Paul J. Bushee
Secretary/Manager
(Seal)